

from Vince Smith

New Brand Introductions

| Brand | Date | 1995 Actual Sales (Millions) | 1996 Actual Sales (Millions) | 1997 Sales Forecast as of 2/19/97 (Millions) | Brand Code |
|-------------------------------------|--------|---------------------------------|---------------------------------|---|---------------|
| ✓ Basic FF KS FTB | Feb-96 | | 870 | 987 | 6200 |
| ✓ Basic Lights KS FTB | Feb-96 | | 773 | 924 | 6240 |
| ✓ Basic FF Menthol KS FTB | Feb-96 | | 343 | 353 | 6360 |
| ✓ Best Buy FF KS FTB | Apr-96 | | 17 | 26 | BA21 |
| ✓ Best Buy Menthol 100 FTB | Apr-96 | | 11 | 18 | BA51 |
| ✓ Best Buy 100 FF FTB | Apr-96 | | 20 | 31 | BA41 |
| ✓ Parliament Menthol Lights LS FTB | Apr-96 | | 166 | 194 | 3160 |
| ✓ Parliament Menthol Lights 100 FTB | Apr-96 | | 55 | 77 | 3170 |
| ✓ Genco FF KS FTB | May-96 | | 17 | 24 | AA21 |
| ✓ Genco Lights KS FTB | May-96 | | 14 | 25 | AA11 |
| ✓ Genco FF 100 FTB | May-96 | | 15 | 23 | AA41 |
| Total | | <u>0</u> | <u>2,301</u> | <u>2,682</u> | |

Parliament Menthol Lights: Region 1 Only

GPA had a name change to shield 5-3-95. (same spec)